



## SYLLABUS

**MKTG 435 Consumer Behavior**

**Instructor: John Price**

**Language of Instruction: English**

**UO Credits:4**

**Contact Hours\*: 40**

**Total Hours of Student Engagement (THSE) in all course activities\*: 120**

**VIENNA, AUSTRIA**

### **COURSE DESCRIPTION**

In this course, we will draw upon theories and principles of marketing, psychology and economics in order to understand how consumers make purchase decisions. In particular, we will examine how individual and social differences influence how consumers choose and how knowing these differences can inform marketing strategy of a real business.

### **COURSE OBJECTIVES**

Students who successfully complete this course will:

- Explain various theories from marketing, psychology and economics that influence consumer choice.
- Analyse how such theories influence consumer choice in a wide variety of businesses.
- Recommend how various businesses should implement a marketing strategy based on knowledge of such theories.

### **INSTRUCTIONAL METHODOLOGY**

This course will use the case method of instruction. The case method uses case studies which put you in the role of business executives facing real-life situations. In response to the case studies, you must produce an analysis of the case study which we will discuss in class. I will also lecture on topics from our textbook related to the case studies in order to provide background information that will help you in your analysis. The case method will be further reinforced by excursions related to the case studies.

### **METHOD OF EVALUATION (GRADING)**

You will be evaluated based on the following:

Case Study Analyses:

You will be given two case studies to analyse. You will write an analysis of five double-spaced pages in response to questions that I will provide. Your analysis should use evidence in the case study combined with theoretical knowledge from the lectures and textbook to support recommendations that you make to the business executive in the case study.

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**Examinations:**

You will sit a mid-term a final examination. Both examinations will cover material presented in the lectures and the textbook, not from the case studies. The final examination is not cumulative.

**Final Project:**

You will be randomly assigned to a group of two or three other students. Your group will visit a cultural site in Vienna and Salzburg. Based on design principles that we will discuss in class, your group will document how well these cultural sites use these design principles and how they might change in order to optimise the visitor experience.

Assignment	Percent of Final Grade
Case Study Analyses (2)	40
Examinations (2)	40
Final Project	20

**COURSE OUTLINE**

Week	Topic	Assignment
1	Introduction to Consumer Behaviour	
		Himalaya Drug Company Case Study
2	Learning and Memory	
		Campbell Soup Case Study
3	Motivation and Affect	
		Canadian Blood Services Case Study
4	Personality, Lifestyles, and Values	The Beauty of Sorbet Case Study
		Mid-term Examination
5	Attitudes	
		Israeli Wines in China Case Study
6	Income, Social Class, and Family Structure	
		Louis Vuitton Case Study
7	Subculture	
		General De La Rey and the Blue Bulls Case Study
8	Cultural Influences on Consumer Behaviour	Marks and Spencer Enters China Case Study
		Final Examination

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## **COURSE READINGS**

*A digital textbook is required for this course. It will be available for purchase online at a cost of approximately \$113. Ordering information will be made available after the program enrolment is confirmed.*

Solomon, Michael R. (2011). *Consumer Behavior: Buying, Having, Being*. 9th edition. Upper Saddle, NJ: Pearson Prentice Hall.